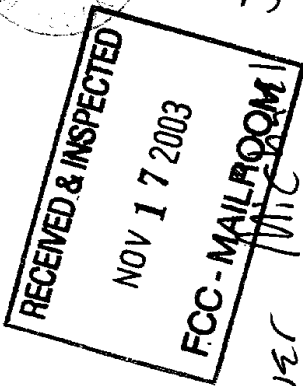
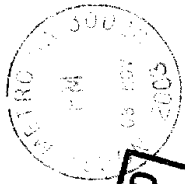
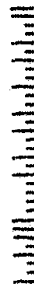


John Sadler
5221 Davis Lane Dr.
Cumming, GA. 30041



Commissioner J. Copps
Federal Communications Commission
445 12th Street, NW
Washington, D.C. 20554



COMMISSIONER COPPS

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02-230

October 16, 2003

Commissioner Michael J. Copps
Federal Communications Commission
445 12th Street, NW
Washington, D.C. 20554

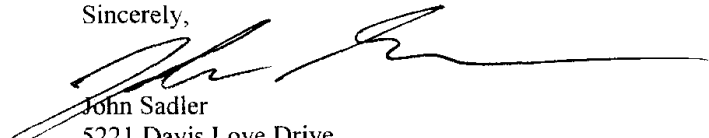
Dear Michael Copps,

I am writing to voice my opposition to any FCC-mandated adoption of "broadcast flag" technology for digital television. As a consumer and citizen, I feel strongly that such a policy would be bad for innovation, consumer rights, and the ultimate adoption of DTV.

A robust, competitive market for consumer electronics must be rooted in manufacturers' ability to innovate for their customers. Allowing movie studios to veto features of DTV-reception equipment will enable the studios to tell technologists what new products they can create. This will result in products that don't necessarily reflect what consumers like me actually want, and it could result in me being charged more money for inferior functionality.

If the FCC issues a broadcast flag mandate, I would actually be less likely to make an investment in DTV-capable receivers and other equipment. I will not pay more for devices that limit my rights at the behest of Hollywood. Please do not mandate broadcast flag technology for digital television. Thank you for your time.

Sincerely,



John Sadler
5221 Davis Love Drive
Cumming, GA 30041
USA